

use 1990 Category est for
Pricing model

2045378073 9/26/89

W Bucks
20.35

20-Sep-89

TOTAL PRICE VALUE		PV 25's		Price Off		Sub-Generics		Branded & Price-Off	
Tot.	Generic	Branded	PV 25's	Price Off	Sub-Generics	Branded & Price-Off	Branded & Price-Off	Branded & Price-Off	Branded & Price-Off
Industry Share									
1980	0.04	0.04							
1981	0.45	0.45							
1982	0.95	0.95	0.00				0.00	0.00	
1983	3.33	2.92	1.97	0.36	0.05	0.05	0.36	0.36	
1984	5.51	2.18	4.35	1.43	0.38	0.02	0.78	0.73	
1985	7.30	1.79	4.62	0.27	1.38	1.00	1.30	0.52	
1986	8.90	1.60	4.30	-0.32	2.69	1.31	1.90	0.60	0.01
1987	10.23	1.33	3.95	-0.35	4.34	1.65	1.70	-0.20	0.01
1988	11.12	0.89	3.27	-0.68	6.05	1.71	1.20	-0.50	0.23
1989	14.52	3.40	2.57	-0.78	9.78	3.65	3.82	-0.44	0.36
1990	17.02	2.50	1.83	-0.74	12.91	2.7	2.84	-0.18	0.25
1991	19.22	2.20	1.33	-0.50	15.63	2.72	0.48	-0.10	0.60
1992	21.22	2.00	1.03	-0.30	17.97	2.34	0.40	-0.08	0.85
1993	23.02	1.80	0.83	-0.20	19.99	2.02	0.35	-0.05	0.25
1994									
1990									
PM Share									
1986	1.03	0.07	0.09	0.57	0.41	0.30	-0.11	0.55	0.55
1987	1.59	0.55	0.16	0.09	1.12	0.71	0.25	-0.05	1.12
1988	2.33	0.74	0.25	0.09	1.83	0.71	0.25	-0.05	1.83
1989	3.38	1.05	0.42	0.17	2.80	0.97	0.16	-0.09	2.80
1990	4.13	0.75	0.36	-0.06	3.65	0.85	0.12	-0.04	3.65
1991	5.25	1.11	0.31	-0.05	4.84	1.18	0.10	-0.02	4.84
1992	6.37	1.12	0.26	-0.05	6.03	1.19	0.08	-0.02	6.03
1993	7.48	1.12	0.21	-0.05	7.20	1.18	0.07	-0.01	7.20
PM Share of Category									
1986	11.82	1.63	2.42	3.59	20.61	21.58	-3.93	20.54	3.92
1987	15.52	3.90	4.05	3.59	25.81	5.19	17.65	24.45	3.04
1988	20.93	5.41	7.65	3.59	30.22	4.41	20.83	27.49	-0.93
1989	23.29	2.36	16.34	8.70	28.89	-1.33	21.05	26.56	-0.09
1990	24.29	1.00	19.67	3.33	28.31	-0.58	20.69	26.47	2.79
1991	27.29	3.00	23.31	3.64	30.94	2.63	20.83	29.26	2.68
1992	30.00	2.71	25.24	1.93	33.54	2.60	20.00	31.94	2.54
1993	32.50	2.50	25.30	0.06	36.03	2.49	20.00	34.48	

1990
FE 18.02

1.85 13.00 .62 .95 1.60
 85 100 85 100 85 100 85 100
 45% 55% 45% 55% 30% 70% 20% 80% 35% 65%
 .83 1.02 5.85 7.15 .19 .43 .19 .76 .56 1.04

toward splits for
OK for 2/90